

## Communication Plan

### Opioid Addiction Treatment Pilot Program

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1. Who do we need to communicate with?
  - a. DOC staff
    - i. DAI staff (social workers, HSU, PSU, security staff, clinical supervisors, treatment specialists at ERP sites)
    - ii. DCC staff (all staff, Region 4 pilot staff)
    - iii. DOC staff in general (MyDOC announcement)
    - iv. Secretary's Office
  - b. Inmates/Offenders
  - c. Family members/collaterals
  - d. External stakeholders (Legislature, Governor's Office, DHS, DOJ, R4 judges/sheriffs)
  - e. Media
  - f. Partners/vendors
2. What do we need to communicate?
  - a. Goals/timeline of pilot program
  - b. Risks/benefits of participation
  - c. Data measurements
  - d. Targeted population
  - e. Budget/cost information
  - f. Insurance/billing
3. What do we want our audiences to know, think or do as a result of the communication?
  - a. Need to know:
  - b. Want to know:
4. Write key messages for each audience. (Link to want to/need to know)
  - a. Prepared by:
  - b. Delivered by:
5. When does each message get communicated?
6. How will the messages be delivered?
7. How will we receive feedback and answer questions?
8. How will you follow up if additional communication is required?
  - a. DOC staff
    - i. DAI staff
      1. Need to know: What is the pilot? Who is involved? What is their role? Who handles questions? How does it impact them?
      2. Want to know:
    - ii. DCC staff
      1. Need to know: What is the pilot? Who is involved? What is their role? Who handles questions? How does it impact them?
      2. Want to know:

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- iii. DOC staff in general
  - 1. Need to know: What is the pilot? Who is involved? What is their role? Who handles questions? How does it impact them?
  - 2. Want to know:
- iv. Secretary's Office
  - 1. Need to know: Broad overview of pilot. Who is involved? Who handles questions? Progress of pilot. Number of participants.
  - 2. Want to know:
- b. Inmates/Offenders
  - 1. Need to know:
  - 2. Want to know:
- c. Family members
  - 1. Need to know:
  - 2. Want to know:
- d. External stakeholders
  - 1. Need to know:
  - 2. Want to know:
- e. Media
  - 1. Need to know:
  - 2. Want to know:
- f. Partners/vendors
  - 1. Need to know:
  - 2. Want to know:
- g. DOC staff
  - i. DAI staff
    - 1. Prepared by:
    - 2. Delivered by:
  - ii. DCC staff
    - 1. Prepared by:
    - 2. Delivered by:
  - iii. DOC staff
    - 1. Prepared by:
    - 2. Delivered by:
  - iv. Secretary's Office
    - 1. Prepared by:
    - 2. Delivered by:
- h. Inmates/offenders
  - 1. Prepared by:
  - 2. Delivered by:
- i. Family members
  - 1. Prepared by:
  - 2. Delivered by:
- j. External stakeholders
  - 1. Prepared by:
  - 2. Delivered by:
- k. Media

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1. Prepared by:
  2. Delivered by:
- I. Partners/vendors
  1. Prepared by:
  2. Delivered by:
9. What do we want our audiences to know, think or do as a result of the communication? (Assess information needs: determine what groups need to know, want to know taking into consideration frequency and length of involvement of each audience.)